



Business

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Thursday, July 31, 1986 OLE

(F1C)

Fewer watching TV ads

By Pat Walsh
special writer

If you enjoyed TV's "North and South" or football looking forward to Monday Night Football, don't dodge the commercials.

Otherwise, "you may bite that hand that feeds you, and commercial TV may bite the dust."

That's the warning from Michael Bernacchi, University of Detroit marketing professor.

As the number of households using remote control and cable TV increases, and "the son of zapper" grows up to be more sophisticated, television sponsors are going to look hard at spending money on TV when fewer and fewer people are watching during commercials.

The advertising industry has several options in dealing with zapping, the deliberate skipping of commercials either by switching channels or by fast-forwarding through commercials recorded on a VCR, Bernacchi said.

For example, advertisers can choose a different advertising medium at a loss to the commercial TV viewer. He cites the cigarette industry as an example of resourceful advertising in print that developed when smoking ads were banned from television.

Another strategy Bernacchi sees is to change the "tonal quality of the commercial and reduce, or induce, the viewer to keep the TV on."

When sports participants star in the commercials, there is a "gentle, subtle transition compelling the audience to follow through the commercial."

This occurred in the tennis match between Billie Jean King and Bobby Riggs. Both players appeared in an ad discussing the merits of flying a particular airline. Such commercials, Bernacchi said, "leave the viewer scratching his head to be sure there was a commercial."

Steven Levine, media director at W.B. Doner in Southfield, offers a variation of this concept of changing the tone of commercials to maintain viewer interest.

"In a broad range of commercials produced by W.B. Doner you see humor and emotion in a unique visual presentation similar to a 30-second video that the viewer would enjoy watching."

The creative philosophy behind Doner's commercials for clients such as Perry Drugs and Little Caesars give Doner an edge with the growing problem of zapping by "changing the viewers' attitudes towards commercials," Levine believes.

TOM EICHER, executive vice president and general manager of Birmingham's Stone August & Co., talked about his company's increased use of sophisticated computer media services such as Telmar to help match audiences with programming.

These resources are able to target extremely specific audiences such as "7-foot-tall, red-haired women, if that's who uses your product." The rationalization is that while you lose the same percentage of your audience, you compensate by doing a better job of buying media time to begin with.

A recent McCann-Erickson agency report suggests the need for "minute-by-minute" rating levels during commercial breaks. It also points out that commercials at the front or rear end of the "pod" (a set of commercials) "evidence the least audience loss." One strategy suggested to counteract the effects of zappers is to increase the number of commercial breaks to "provide opportunity for more first-position commercial locations."

COMMERCIAL length is not considered a strength. The standard 60-second commercial has lost out to the 30-second spot, and some commercials are being reduced to 15 seconds. The change is related to commercial production costs, not zapping, but some believe it still will be harder to zap a 15-second commercial without missing a part of a favorite program.

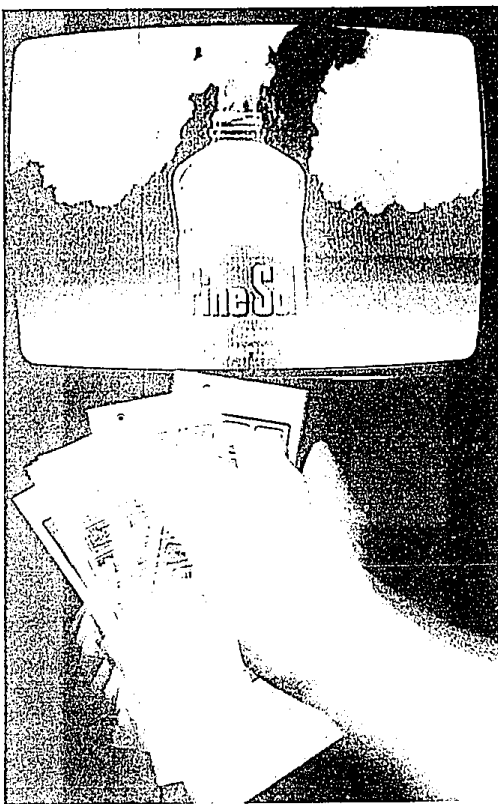
But the McCann-Erickson study disagrees. The agency says it can document "that shorter commercials lose audience at a rate somewhat greater than longer spots. This will have even greater implications to actual audience deliveries as the use of 15-second commercials increases dramatically over the next two years."

All advertising agency employees interviewed said they try to buy front-end commercials for local spots, but Doner's Levine does "not believe it's being done consistently" due to exorbitant costs. Tailoring commercials to specific shows was done for the King-Riggs tennis match also tends to be expensive.

Agencies fight back

The McCann-Erickson study on zapping shows the following:

- High-rated TV programs yield more stable audiences — the lower the program rating, the greater the average-minute channel switch during both the program and commercials.
- Channel switching "absolute point loss" has not increased since 1970. But the average ratings for programs have decreased more than 15 percent, and therefore, "the relative ratio for switching is now far greater than it was eight years ago."
- Heavy zappers are the younger, more upscale members of the traditionally light-viewing groups.
- Commercial at half-hour and hour breaks are far more susceptible to channel switching than in-program commercials.
- Channel-switching during commercials is lowest in prime time and highest in sports programming.
- The first commercial in a set has the least audience loss. The last position is the next most favorable. Inside "pod" positions generally suffer the greatest losses.



Report sees jobless rate falling for 3 years in state

Look for an initial increase in unemployment in the state during the next quarter but for a gradual improvement during the next three years — at a quicker rate than the nation as a whole.

David B. Crary, professor of economics at Eastern Michigan University, is predicting the rise in unem-

ployment because of excessive automotive inventories during the first quarter. But he's predicting that Michigan and other manufacturing regions will experience better employment due to the increasing competitiveness of U.S. manufactured goods as a result of the reduced value of the U.S. dollar.

Crary's analysis is included in Michigan Economic Developments, a semi-annual newsletter produced by EMU's Institute for Community and Regional Development, and assumes two major premises. They are that the U.S. Federal Reserve will

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Safe, safety deposit box help stop uninsured losses

Theft is increasing in many areas, insurance costs more, and your estate is growing to the point where you are wondering where to keep important documents and valuable items. The Michigan Association of CPAs suggests you consider a home safe, a bank safe deposit box or a private security vault company.

A few years ago, if your valuables were stolen you could recover much of their value by deducting the loss on your income tax return. Under current tax laws, if you itemize, you can only deduct casualty losses of personal-use property that exceed 10 percent of your adjusted gross income and only after subtracting \$100 from each loss.

You could, however, recoup some of your losses through your homeowner's insurance, which typically places a limit of \$500 or \$1,000 depending on the policy, on high-value items such as watches and jewelry. For an extra cost, a special personal items rider would normally enable you to recover the full market value of the stolen item.

BUT HOW can you keep your valuable items, as well as numerous important papers, safe and at hand? The answer depends on just how many items you have, how valuable they are and how often you need to use them.

Many people today possess a modest collection of necklaces, bracelets or earrings, plus a few valuable rings and an expensive watch or two. Add to these items negotiable securities and perhaps cash or travelers checks, plus important documents such as birth cer-

practically speaking

tificates, passports, insurance policies, bills of sale and deeds.

For those who want to keep all these items safe from fire or theft, a home safe may be the answer.

Start with a telephone call to the better business bureau, police department or any local consumer group that could help you find a competent home safe dealer. The dealer will help you decide what kind of safe is needed and what level of security is necessary. Decide early on if you need a fire-resistant safe, a burglary-resistant safe or one that satisfies both requirements.

FIRE-RESISTANT safes are graded for their ability to maintain interior temperatures for certain periods of time. Underwriters Laboratories (UL), for example, refers to fire-resistant safes as one-, two-, three- or four-hour safes. Most, however, will not foil a burglar for very long.

Safes providing security offer little resistance to high temperatures but will discourage a burglar. These safes are rated according to the time it takes for a burglar to break in using common tools. Some safes guard against both fire and burglary.

The most common types of safes fit into a wall or are buried in basement floors. A typical wall unit, about 10 square inches, might cost less than \$200, plus \$50 to \$75 for

installation. Prices can increase sharply, depending on size and quality.

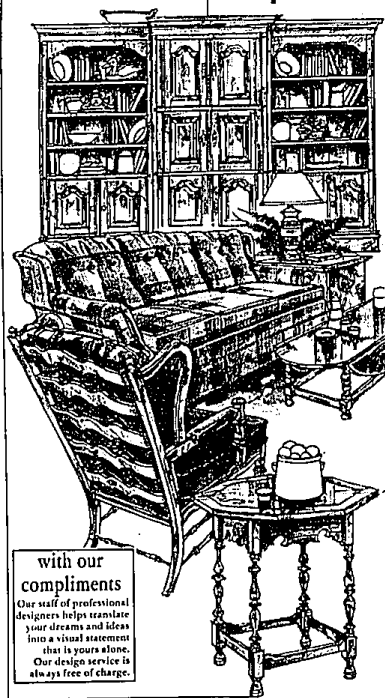
IF YOU HAVE some very valuable items or items that are not used frequently, you might want to consider a bank safe deposit box. For about \$20 a year, you can rent a box 2 by 5 by 22 inches. Finding available space, however, may be difficult.

For those who don't want to wait for a bank deposit box, a private security vault firm may be the answer. Although more expensive than bank boxes, they offer 24-hour access, more sizes to choose from and often provide better temperature and humidity control. Many offer better security features, too, such as more up-to-date identification procedures and fire suppression systems.

Prices vary but you could expect to pay from \$50 to \$150 a year for a 3-by-5-by-24-inch box. But renting space from a security vault company to store your valuables could lower the cost of your personal items insurance rider, if you have one, because your valuables are safer there than in your home.

Finding a safe place for your valuables should allow you to rest easier. As you sort out your valuables and your financial and other important papers, take this opportunity to contact a CPA and together review your entire estate.

Experience the Difference



ETHAN ALLEN summer sale

Integrity! The Ethan Allen difference. The tradition that stands behind our superior craftsmanship, value in real savings. We're more than just a furniture store... a splendid, timeless array of home furnishings including furniture, clocks, lighting, wallcoverings, draperies, carpeting, rugs, accessories and so much more.

The pleasures of simple life... homospun warmth abounds in the authentic adaptations of classical antiques exemplified in our Circa 1775 Collection. These pieces are but a few of the many selections now at savings during our Summer Sale.

with our compliments
Our staff of professional designers helps translate your dreams and ideas into a visual statement that is yours alone. Our design service is always free of charge.

REG	SALE
81" Three Cushion Sofa (form) ...	769.50 ... 619.50
High Back Wing Chair (form) ...	399.50 ... 329.50
Charissa Chest ...	379.75 ... 309.75
Draw Leaf Cocktail Table ...	279.75 ... 279.75
Occasional End Table ...	234.75 ... 189.75
34" Entertainment Wall Unit ...	1699.75 ... 1429.75
(2) 34" Open Wall Units, ea. ...	899.75 ... 749.75
102" Three Pc. Wall System, as shown ...	3499.25 ... 2999.25



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Remember, only Ethan Allen Galleries sell Ethan Allen home furnishings.